

LEO BURNETT COMPANY, Inc.

Ad No. 2825—Durrell Saddle Page—Req. No. 84095—1 Page—4 "C" bleed—9½ x 7½ in.—T.V. Guide, 1972 (A)

Printed in U.S.A.

A color photograph of a man in a cowboy hat and a tan jacket, looking thoughtfully to the side with his hand resting on his chin. In the lower-left corner, a pack of Marlboro Silver Cigarettes is shown with two cigarettes protruding. The pack is red and white with the Marlboro logo and the words "SILVER CIGARETTES".

**Come to where  
the flavor is.**

16 mg "tar," 1.3 mg nicotine  
av. per cigarette, FTC Report Apr. '72

Warning: The Surgeon General Has Determined That  
Cigarette Smoking Is Dangerous to Your Health.



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